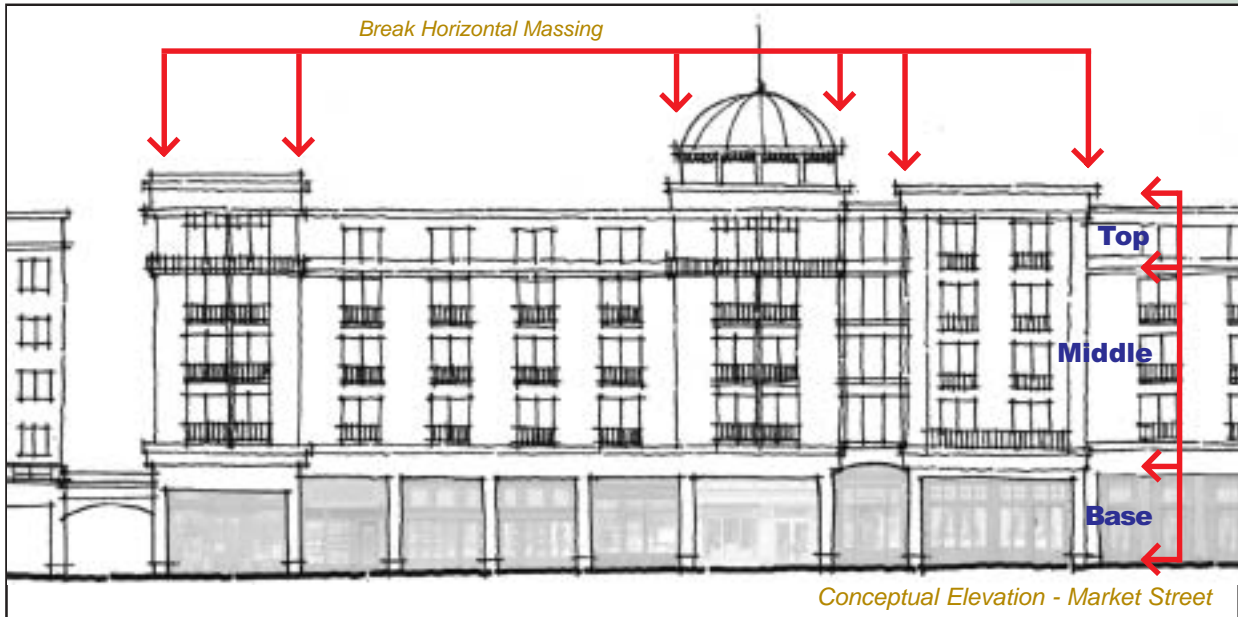


Architectural Vocabulary

The expression of the architecture at Rockville Town Center is one of the key factors to the success of this “new neighborhood” in the heart of the City of Rockville. The architecture will set the tone and create the visual experience that residents and visitors will react to and interact with on a daily basis. The architecture alone, however, is not meant to “identify” Rockville Town Center, but to enhance it and support it as a complimentary layer to a sustainable community that will become timeless as the generations pass.

The following pages are meant to illustrate a conceptual approach to the architectural expression of the Rockville Town Center development, and are intended as a minimum design standard for architects and designers involved in the project. All participants will be required to meet this threshold, and will be encouraged to exceed it as designs develop.

By using a section of Market Street (below), the following elevations will illustrate the “layers” that should be considered as part of the design process, and how they “could” relate to an elevation on Market Street. The integration of all of these layers will contribute significantly to the character of Rockville Town Center, but also to the foundations of a “new neighborhood”.



Base “Layer”

- Break horizontal massing into smaller units to create a “chronological character”; i.e. a sense of buildings that have been built over the course of many years
- Break vertical massing into smaller units, i.e. base, middle, top, to provide a “human scale” to the elevation
- Vary rooflines and types as a part of the horizontal massing to create an interesting “skyline”
- Avoid the use of multi-floor glass curtain walls
- See Building Scale & Massing Site Criteria (Section 14.2) for additional guidelines
- See Fenestration Site Criteria (Section 14.3) for additional guidelines



Base Layer

Architectural Vocabulary

Conceptual Elevation - Market Street



Color “Layer”

- Utilize a warm palette of complementary colors that are sensitive to the natural materials prevalent in the area. These include, but are not limited to the examples below.

Old Brass



Maple Nut



Deauville Sand



Henna Red



Brick



Concrete



Stone

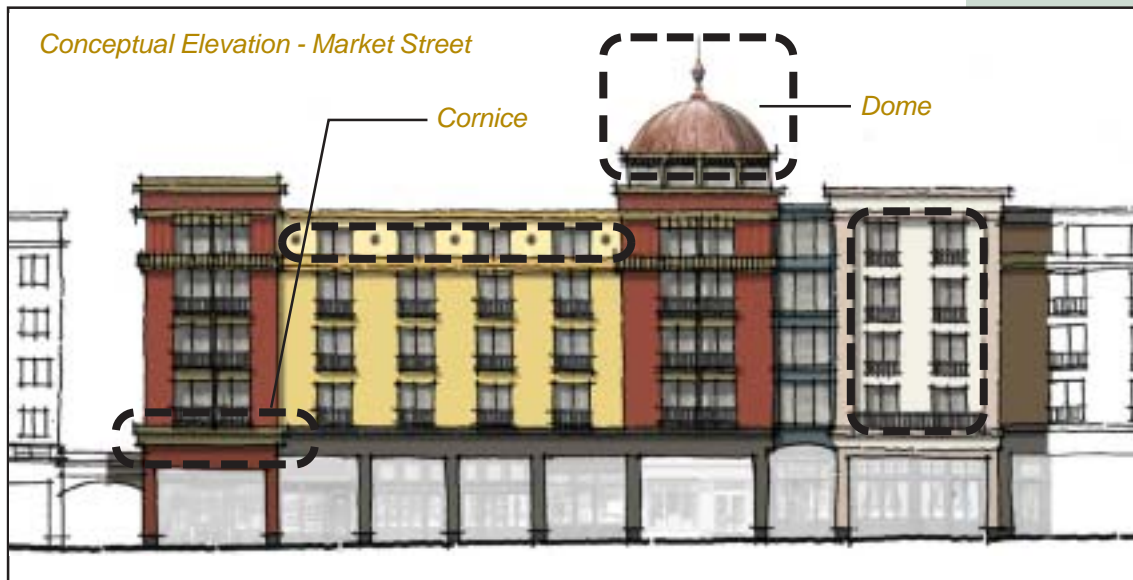


Granite



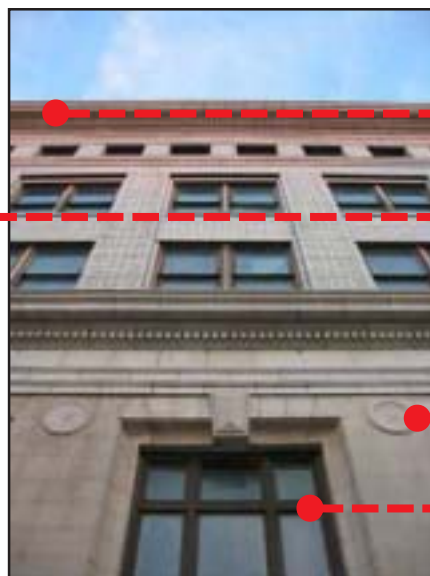
Color Layer

Architectural Vocabulary



Architectural Detail “Layer”

- Utilize a variety of architectural elements such as balconies, railings, window boxes, mullions and cornices to add a level of dimensional detail to the elevations
- Incorporate “authentic materials” and a higher level of detail on the elevations located especially at pedestrian level
- See *Architectural Detailing Site Criteria* (Section 14.4) for additional guidelines



Cornice

Balcony

Medallion

Mullions



Architectural Detail Layer

Architectural Vocabulary

Conceptual Elevation - Market Street



Storefront “Layer”

- Allow storefront designs to express their individual character or “brand identity” so that a varied “texture” and experience can be achieved along the length of the street
- See Section 12.0 Storefront Guidelines for more detailed guidelines on storefronts
- See F-2; Fenestration Site Criteria (Section 14.3) for a specific guideline on storefront display windows



Storefront Layer

Architectural Vocabulary

Conceptual Elevation - Market Street



Sidewalk “Layer”

- Consider the sidewalk/streetscape elements as a part of the “extended” architectural expression of the elevations
- See Section 13.0 Streetscape Elements for examples and guidelines of acceptable streetscape elements



Sidewalk Layer

Architectural Vocabulary

Conceptual Elevation - Market Street



Landscape “Layer”

- *Consider landscaping treatments such as trees, shrubs, planters and potted plants as a final layer on the elevations. They will provide a complement to any natural materials used on the elevations.*



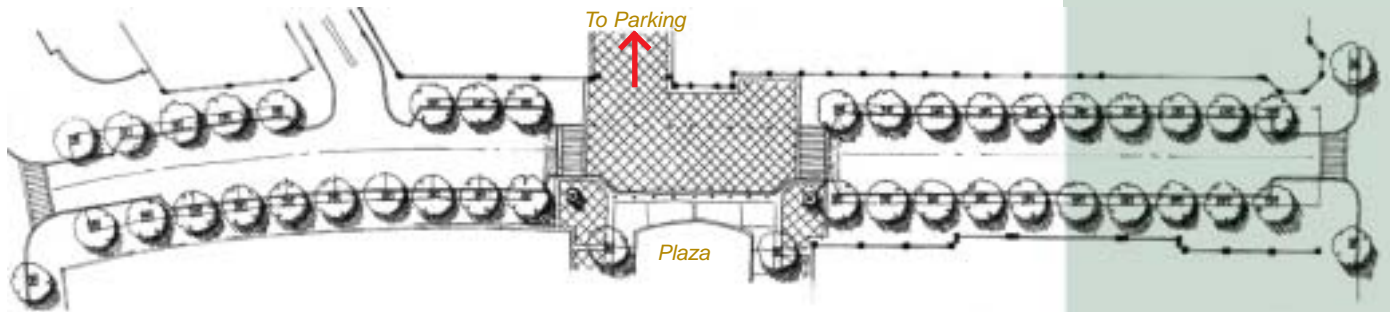
Landscape Layer

Architectural Vocabulary

Maryland Avenue



Conceptual Elevation - Maryland Avenue

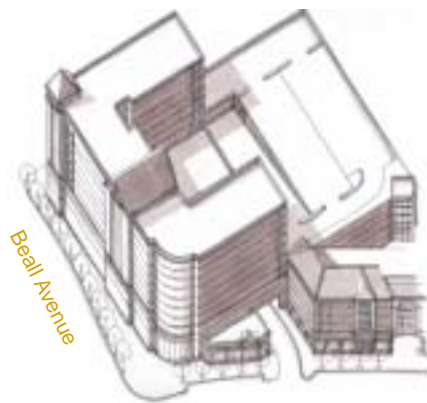


Conceptual Plan - Maryland Avenue

Architectural Guidelines

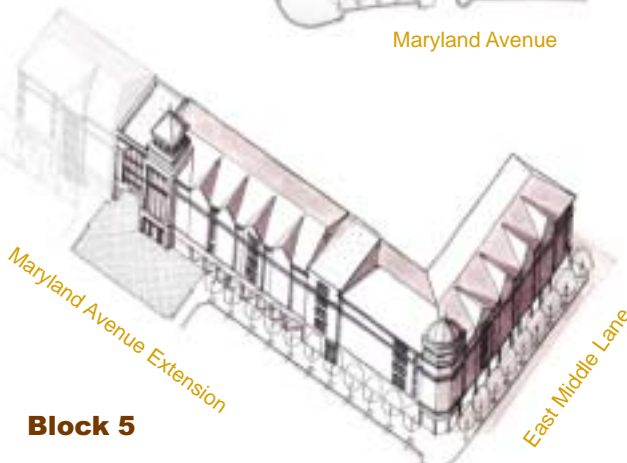
- Literal extension of the Plaza
- Create an arrival point (drop-off) on the Plaza
- High quality retail with larger scale retail architecture
- Clear connection to parking
- Building facades are broken into small segments with a "tight" connection to the street
- Major circulation through project
- Roofscape elements as part of architecture
- Urban elements:
 - occupiable balconies
 - generous sidewalks
 - no special paving except Plaza
 - higher degree of landscaping

Block 4



Maryland Avenue

Block 5



Maryland Avenue Extension

East Middle Lane

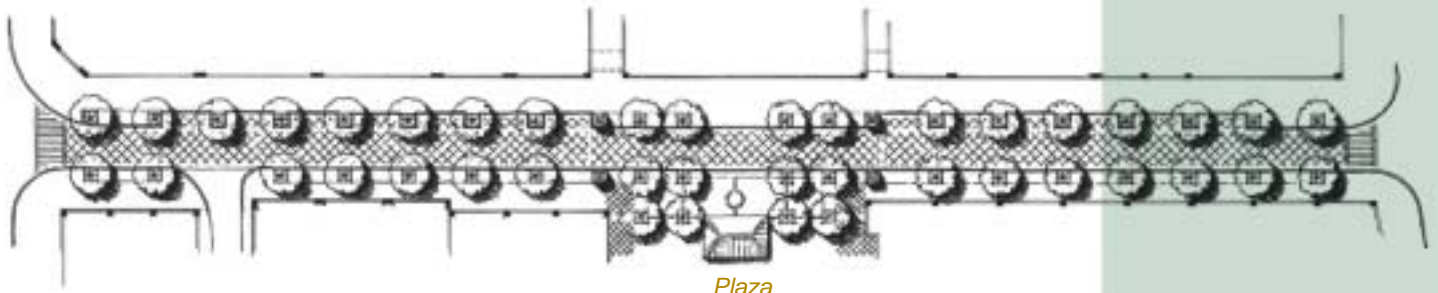
Maryland Avenue

Architectural Vocabulary

Market Street

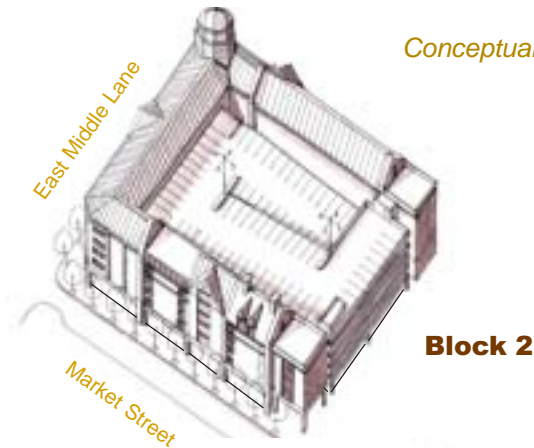


Conceptual Elevation - Market Street

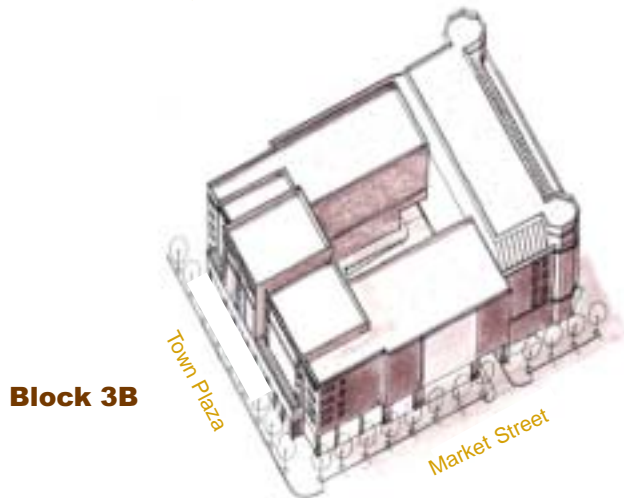


Plaza

Conceptual Plan - Market Street



Block 2



Block 3B

Architectural Guidelines

- Create “historic” retail street character that is distinct from other streets
- Most urban; more intimate scale
- Building facades are broken into small segments with a “tight” connection to the street
- Retail “charm” through the use of small scale architecture
- Emphasis on linear roof-line details and roof types
- Higher level of architectural detail
- Urban elements:
 - french balconies
 - shutters
 - special effect lighting
 - bollards
 - flexible parking



Market Street